

FOOD AND BEVERAGE

Hennessy rolls out eighth artist collaboration with limited-edition bottle

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Hennessy collaborates with Alexandre Farto. Image credit: Hennessy

By STAFF REPORTS

LVMH's Hennessy is partnering with a street artist for a limited-edition collaboration that takes the art to its bottles.

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Urban artist Alexandre Farto is working on multiple custom-designed bottles for Hennessy. The partnership is one of Hennessy's many collaborations with artists as the cognac brand looks to integrate with the art industry.

"When I discovered the story behind Hennessy, I realized that this collaboration was a perfect fit with my art and ideals," Mr. Farto said in a statement. "I've been pushing the boundaries for 10 years, but then I realized that Hennessy's been doing it for more than 250!

"Whether it's about exposing the nature of a city or blending a perfect cognac, for both of us, the essential element is time," he said. "You have to wait for it, let it do its job, and then work with the layers time has shaped. There's no speeding up the process and there's always an element of risk-taking."

Artistry in beverage

Also known as Vhils, the artist is famous for his graffiti writing on city walls. He later moved on to portraits cut, composed, chiseled or exploded from built-up layers of paint or paper, stone, wood, steel or concrete

Hennessy's limited-edition bottle with the artist marks the brand's eighth partnership with artists such as Mr. Farto.



Artist Vhils works on design. Image credit: Hennessy

The Hennessy Very Special Limited Edition 2018 will be available for purchase starting in July.

Mr. Farto took a look back into Hennessy's history for his inspiration behind the bottle design. Hennessy says he reproduced cognac's amber hues through experimentation with paper, heat and acid and incorporated the brand's Three Star emblem.

The artist will embark on a worldwide tour to tout the new bottle with immersive art exhibits.



The artist creates special works of art. Image credit: Hennessy

"Selected stops in this global project, including New York and Chicago, will be the stage for revealing new, site-specific Vhils works that reflect the spirit of Hennessy and the art of making the invisible visible," said Hennessy in its announcement.

Similarly, Hennessy tapped the design savoir-faire of Marc Newson for a limited-edition bottle collaboration.

Marc Newson, the Australian industrial designer behind Apple products, was invited by Hennessy to reinterpret its X.O cognac decanter. Hennessy's limited-edition collaboration with Mr. Newson was intended to amplify the 1870 blend created by Maurice Hennessy, which has not been changed since its inception ([see story](#)).

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